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Eye, the international review of graphical design, is a quarterly printed magazine of graphic design and visual culture

Winter 2014

Reputations: Mucho

John L. Walters
Simon Esterson
Mucho
Marc Català
Pablo Juncadella
Loran Stoskopf
Rob Duncan
John Dowling
Tilman Solé
Reputations

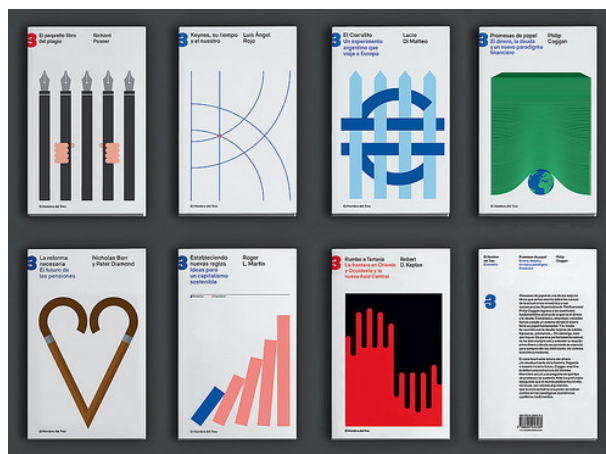
'We were interested in working internationally, to learn from different cultures and to know how design behaves globally. We had international clients. But you really need people in those places to stay active. So the answer is sharing.'



In just a few years, Mucho has expanded rapidly in size and ambition. Originally a Catalan practice formed by two schoolfriends, it is now an international practice with offices in five countries across two continents. Close friends Marc Català and Pablo Juncadella collaborated for several years, founding Mucho in Barcelona in 2003, to be joined by Tilman Solé in 2010. In 2013 they hooked up with John Dowling (Newark) and Rob Duncan (San Francisco) of Anglo-American design team Duncan Dowling. The Mucho hexagram was completed by Paris-based Loran Stoskopf, who became the sixth partner in early 2014. The partnership also has satellite offices in Berlin, New York and London.

[...]

Book designs for Spanish publisher El Hombre del Tres, 2012.
Top: Mucho partners' meeting in London, May 2014.
Photography by Anthony Duncan.



Cover and spread from *Typewriter Art* (Laurence King, 2014) by Lincolnshire-based designer and publisher Barrie Tullett. Design: John Dowling / Mucho.



The interview took place at Eye magazine's Shoreditch office, followed up

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by several email conversations with the individual Mucho partners.

Eye: How did the idea to collaborate first come about?

Loran Stoskopf: Rob and I talked about working together one day and we all kept in touch after leaving Pentagram. I regularly asked Marc and Pablo to give me a hand on projects through time.

Eye: Does the Mucho 'work ethos' come from Pentagram?

Pablo Juncadella: There is a lot of the Pentagram mentality that we've inherited. Having said that, Marc and I, although we were integrated, we came in as part of Fernando Gutiérrez's team. So it was more about our relationship with him.

Rob Duncan: They'd spend all their time arguing!

Marc Català: People thought that we hated one another but actually we were just having a friendly chat!

Eye: You seem to have a common taste in British TV humour. You interspersed your talk for the Typo Circle with clips from *Only Fools and Horses* and so on.

Marc Català: It's funny about these TV show references. In Madrid they wouldn't get it. But in Barcelona in the 1990s we had these newly independent channels that weren't generating any new programmes, so we had all these English shows translated into Catalan.

[...]

Cover for *Télérama*, the influential French weekly, which has a circulation of 600,000. Loran Stoskopf's 2011 redesign employed type by Christian Schwartz and Paul Barnes of Commercial Type (see *Eye* 82).



Simon Esterson, *Eye* art director, London

John L. Walters, *Eye* editor, London

Read the full version in *Eye* no. 89 vol. 23 2014



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